



## ***AOT in Action***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

### **A Message from Director Sherry Henry:**

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Good afternoon,

As Walt Disney once said, “Do what you do so well that they will want to see it again and bring their friends.”

Superior customer service is the cornerstone to any great visitor experience. But it’s also a way to build brand loyalty and cultivate relationships with visitors so that they do return to your destination...with plenty of friends in tow.

Be sure to join us for our next Arizona Tourism University workshop as we delve into how to develop superior customer service skills and enhance the visitor experience. Details are below!

Have a great week.

Sherry Henry  
Director, Arizona Office of Tourism

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### **AOT News**

#### **Do you want fries with that?**

The Arizona Office of Tourism is proud to present the next installment of the **Arizona Tourism University** workshop series: *“Do you want fries with that?”*

Lead by Shannon Chambers, President and Founder of Service by Design, *“Do you want fries with that?”* is an informative workshop series that focuses on the value of great customer

service. Are your employees creatively customizing their interactions with your guests? Or are they just “order takers”? What’s the universal message that is being sent out by your team? What first (and possibly last) impression(s) are your guests walking away with?

Chambers has more than 17 years’ experience in hotel and resort operations management, as well as staff training and development. She helps businesses identify the hidden potential in their employees as well as reach their goals of service and guest satisfaction.

These Arizona Tourism University workshops are ***complimentary!***

Space is limited, so sign up today by [clicking here!](#)

The workshop will be held:

**June 8**

9:30-12:00 p.m.

[Blazin’ M Ranch](#)

1875 Mabery Ranch Road  
Cottonwood, AZ 86326

**June 9**

9:30-12:00 p.m.

[Moenkopi Legacy Inn & Suites](#)

Junction 160 & 264  
Tuba City, AZ 86045

**June 15**

9:30-12:00 p.m.

[Tohono Chul Park](#)

7366 North Paseo del Norte  
Tucson, AZ 85704

**June 16**

2:00 p.m.

[Webinar](#) - Please use the link provided to sign up for the Webinar:

<https://www1.gotomeeting.com/register/777290089>

Arizona Office of Tourism

Register by visiting AOT’s online workshop registration webpage at  
<http://www.azot.gov/marketing-programs/arizona-tourism-university/workshop-registration>.

**Register for the 2011 Governor’s Conference on Tourism!**

Registration is now open for the 2011 [Governor’s Conference on Tourism!](#) This event is the premier educational and networking gathering for the travel and tourism industry. It is filled with practical ideas from the industry’s top experts that you can take back to your community and immediately apply to your program of work. You’ll get the latest hospitality and tourism information, network with more than 500 of your colleagues, learn about products and services from exhibiting sponsors, and get the latest industry research available.

This year's theme will celebrate Arizona's Centennial allowing us to celebrate our state's development along with our industry's growth. To register, visit [www.aztourismconference.com](http://www.aztourismconference.com).

### **Arizona Calling – Share Something Amazing!**

AOT, in collaboration with the Governor's Task Force on Tourism and Economic Vitality, has launched "[Arizona Calling – Share Something Amazing](#)," an ePostcard campaign featuring iconic Arizona images. The ePostcard campaign features vibrant imagery of the Grand Canyon State that gives residents and travelers the opportunity to share Arizona's beauty with others. With customizable messages, email ePostcards can be sent to friends and family around the globe at no cost. Built to be an on-going campaign, the images of the ePostcard will change periodically to reflect Arizona's seasons and activities. The ePostcard is available through [Arizonaguide.com](http://Arizonaguide.com).

### **Get your Summer Travel Packages and Deals on Value AZ.com**

The new landing page is up for [Value AZ.com](http://ValueAZ.com), but we still need your travel packages and deals! The ads showcase the amazing summer travel opportunities found throughout Arizona in addition to promoting the economic benefits of the travel and tourism industry. **To celebrate the Arizona Centennial, coming up February 14, 2012, we're also asking that deals and packages supplied use the Centennial theme whenever possible.**

If you want your summer travel packages or deals promoted through ValueAZ.com, this is your chance! Upload your travel deals and packages to the Travel Deals section of AOT's consumer Web site, <http://www.arizonaguide.com/arizona-tourism-partners>. You must first sign up to be a Travel Partner on [www.Arizonaguide.com](http://www.Arizonaguide.com) before you can list a travel package or deal. There is no charge to list a package on the Travel Deals section. If you have questions or need additional assistance, please contact Sandy Pederson at 602-364-3698 or via email at [spederson@azot.gov](mailto:spederson@azot.gov).

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## **Upcoming Events & Activities**

### **[ATU Workshop](#)**

Dates: June 8

Location: [Blazin' M Ranch](#)

### **[ATU Workshop](#)**

Dates: June 9

Location: [Moenkopi Legacy Inn & Suites](#)

### **[ATU Workshop](#)**

Dates: June 15

Location: [Tohono Chul Park](#)

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## Industry News

### **American Express Business Insights and U.S. Travel Association Launch Exclusive 'Destination Insights' Report Series**

American Express Business Insights and the U.S. Travel Association announced a new tourism spending report series, “Destination Insights.” Offering in-depth analyses of domestic and international inbound travel spending in specific markets in the United States, the quarterly reports – and the spending trends they reveal – are a powerful new marketing resource for travel service providers.

The subscription-based reports, which are available exclusively to U.S. Travel Association members, include thorough information on the origin and allocation of both consumer and business spend, as well as categorical trends, such as changing spend year-over-year by visitors on lodging, restaurants, retail or sports and amusements, among others. They are based on actual, aggregated spend by domestic and international travelers for the quarter prior, and provide valuable intelligence on:

- Differences in trends among leisure and business travelers to a particular city or state;
- Where the visitors come from and what they are spending on when they get there; and
- Other destinations the visitors travel to, and how their spend is changing in those areas.

“With this partnership, we are creating an invaluable resource for U.S. Travel Association members looking for significant insight into real travel spending behavior,” said Beverly Anderson, Vice President at American Express Business Insights. “The timely market data and spending information included in the Destination Insights reports will help travel professionals decide how to allocate marketing dollars and other investments in order to grow their businesses and stay on the pulse of where their customer base is originating and what they’re spending on when they visit.”

The Domestic Destination Insights report for San Francisco, the host city of the U.S. Travel Association’s International Pow Wow, provides a glimpse into the type of data available to subscribers of a report for a given market. In San Francisco:

- Total domestic visitor spending grew 9.9% year over year in Q1 2011, up from a 2.7% year over year increase in Q4 2010.
- Three of the top ten feeder markets of total domestic traveler spend during Q1 2011 were intrastate DMAs: Los Angeles (12%), Sacramento (5%) and San Diego (3%).
- While lodging made up the bulk of inbound domestic travel spend at 64% for Q1 2011, retail accounted for a healthy 14%, and dining 12%.
- The percentage of domestic inbound spend on retail was highest for the intrastate markets of Sacramento (22%), Los Angeles (18%), and San Diego (16%).

For more information about the Destination Insights reports, please visit [www.destinationinsights.org](http://www.destinationinsights.org). *(Travel Industry Wire, May 23)*

### **IATA: March premium traffic ‘down significantly’**

IATA reported that the international premium traffic rose 2.9% year-over-year, in March, which was “down significantly” from 7.8% growth recorded in February, owing to the “impact of the unexpected events in Japan and [the Middle East and North Africa],” IATA said in its latest Premium Traffic Monitor.

March economy travel growth rose 1.1% compared to March 2010, down from a 3.4% increase in February. “The decline of economy travel over the past five months is more of a concern than the recent fall in premium passenger numbers,” IATA said, noting that fuel prices climbed \$40 per barrel over this period and airlines attempted to recoup these higher costs. “The adverse impact of this on price-sensitive economy is apparent,” the report stated.

The organization said the second quarter is “likely to continue to be weakened by events in Japan,” but pointed out that the comparison with the volcanic ash cloud “will exaggerate” the April year-on-year growth rate. The report predicted that premium travel will “pick up to 5%-6% growth in the second half of this year.”

The strongest premium traffic growth in March was recorded on routes within South America (up 29.6% compared to March 2010). North America-South America routes reported the next highest growth (up 20.1%), followed by Europe-Southwest Pacific routes (up 14.3%).

The worst performing routes in March were within Central America, declining 49.1% year-over-year, followed by routes within the Southwest Pacific (down 26.6%). (*Air Transport World, May 23*; *ATA SmartBrief, May 23*)

### **Travel Providers Prepare: International Visitors Are Coming**

International visitors will reach 64 million in 2011 and “strong growth” is expected for the next five years, says the US Commerce Department. Commerce bases that prediction on visitors who will stay at least one night in the US. There was a record of almost 60 million visitors in 2010.

“According to the current forecast, the United States would see 6 percent to 8 percent annual growth rates in visitor volume over the 2012-2016 time frame. By 2016 this growth would produce 89 million visitors, a 49 percent increase and an additional 29 million visitors compared to 2010,” says Commerce.

Six countries are expected to account for three-fourths of the projected growth. They include Canada, Mexico, South Korea, China, Brazil and the United Kingdom.

“In fact, the expected growth from Canada would be larger than the total visitor volume for any other country in 2016, except Mexico,” Commerce says. (*Travel Mole, May 24*)

### **US Airways May Get Reagan National Slots in Delta Swap**

US Airways and Delta Air Lines have agreed to toss an appeal regarding a slot-swap proposal that's been pending in the U.S. Court of Appeals in favor of a new slot swap that will increase Tempe-based US Airways' presence at Reagan National Airport in Washington, D.C.

The nuts and bolts of the proposed swap are the same as one filed in August 2009: US Airways will give up some of its takeoff and landing rights, or slots, to Delta Air Lines at New York's LaGuardia Airport in exchange for Delta's slots at Reagan National.

US Airways would gain 42 slot pairs - each representing one takeoff and one arrival - at Reagan National, and the rights to operate additional daily service to Sao Paulo, Brazil, in 2015.

Delta would gain 132 slot pairs at LaGuardia and pay US Airways \$66.5 million.

Unlike the original proposal, this one allows for the divestiture of up to 16 slot pairs at LaGuardia and eight slot pairs at Reagan National to airlines with limited or no service at those airports.

That's a slight increase of the up to 15 slot pairs at LaGuardia and five slot pairs in Washington that the airlines agreed to sell in a modified proposal introduced in March 2010. The U.S. Department of Transportation rejected that proposal, saying it would give US Airways too much dominance at Reagan National and Delta too much dominance in New York.

In 2010, the DOT said it would approve the deal if the airlines agreed to divest 14 of 42 slot pairs at Reagan and 20 of 125 at LaGuardia.

However the carriers hope regulators will accept the new slot swap because "the competitive landscape in both cities has changed significantly since the transaction was first proposed in 2009," according to a press release issued by both carriers.

With the finalization of Southwest Airline's acquisition of AirTran earlier this month, the Dallas-based carrier gained entry to Reagan. Other carriers, including United and Continental Airlines and JetBlue Airways have also increased their presence at LaGuardia and Reagan airports.

If the new slot proposal is approved by federal regulators, US Airways would increase its service levels at Reagan National by 20 percent and fly 99 percent of its capacity from one of four key airports.

Read more: <http://www.azcentral.com/business/articles/2011/05/23/20110523biz-slotswap0524.html#ixzz1NOCMQq89> (*The Arizona Republic*, May 24)

### **Travelers Report Growing Use of Mobile Devices**

A new survey finds that while the main reason to bring a mobile phone on trips remains making calls, thirty-eight percent have used their mobile devices to plan a trip and 60 percent of respondents said they have downloaded travel apps on their mobile devices.

"Smartphone adoption around the world is skyrocketing, and is fundamentally changing the way people get travel advice," said Mike Putnam, director of mobile product for TripAdvisor. He added:

"Whether it is finding the perfect museum or restaurant, booking a hotel or a flight, or sharing advice, it is clear that travelers around the world now rely on their smartphones and other mobile devices to plan and have better trips."

When asked what parts of the travel planning process they conduct on their mobile devices, the TripAdvisor survey found:

- 52 percent researched restaurants
- 46 percent read about destinations
- 45 percent read traveler reviews
- 42 percent booked or researched accommodations
- 34 percent booked or researched flights

“While traveling, 62 percent of travelers said they use their mobile devices to research restaurants. Fifty-one percent check their flight status and 46 percent research attractions. Twenty-eight percent have checked in to a restaurant, hotel or attraction using their mobile device while on a trip,” reported TripAdvisor. (*Travel Mole, May 26*)

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### **Calendar of Events**

Visit [www.ArizonaGuide.com](http://www.ArizonaGuide.com) to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

### **Connect with the Arizona Office of Tourism!**

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Follow us on Twitter! <http://twitter.com/ArizonaTourism>